Canadian Moving Picture DIGEST

Established 1915
Publication: Weekly
Subscription: $2.00 yearly
JAMES LEWIS SMITH
Associate Editor

Digest International Press Film Service syndicating 500 leading newspapers in Canada, U.S.A. and Great Britain.

RAY LEWIS
Editor and Publisher

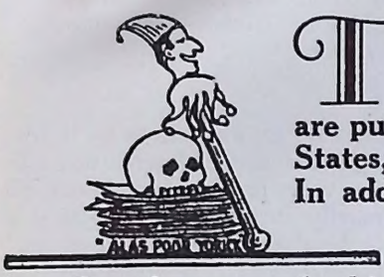
THE LITTLE PAPER WITH THE BIG IDEAS
"Easy to Digest"

Published by
Canadian Moving Picture Digest Company, Limited
259 Spadina Ave., Toronto
Telephone: WAverley 4929
Cable: Raydigest

Correspondents:
J. J. Conklin, Winnipeg.
Dennison Thornton, London.
Ward Shaftesbury, London.
Leon S. Stone, Australia.

Vol. 29, No. 38 | TORONTO 2, CANADA | January 8th, 1938

"WE ARE NOT AMUSED"



THE circulation of fan papers in Canada, which are published in the United States, runs into millions. In addition, the numerous other American publications which come into Canada, some of which print a front page and call themselves, "Canadian", and others which do not take this trouble, being satisfied to be what they are, American, also give the United States publishers a revenue which is of considerable substance.

We have trade papers in Motion Pictures which have for many years been coming into Canada, and, as a publication we have always been friendly towards contemporary publications, adopting the attitude, "live and let live".

A situation, however, presents itself, which inspires us to exclaim in true Victorian fashion, "We are not amused!"

"Box-Office", an American regional publication, with headquarters at Kansas City, Missouri, and subsidized to the extent of 1000 subscriptions, we are told, by a well-known Canadian company, has added the word, "Canadian" to its front page, and starts off its first so-called "Canadian" edition with several pages of equipment advertising from the subsidizer-patron, etc., etc.

Evidently, the "Canadian" section was gathered together in a hurry, for ten pages of its copy are repeated, both editorial matter and advertising pages; perhaps this was done intentionally to fatten the "Canadian" section.

It announces editorially, that having come into Canada three years ago, it decided to publish a Canadian edition for this reason, "When subscriptions from Canadian exhibitors first commenced to ROLL IN some three years ago it was fine to notice this interest in 'Box-Office' that came about voluntarily. Word of mouth recommendations from one exhibitor to the other rapidly increased the number of copies going into Canada". The editorial continues to mention, that the rate of renewals, "nearly one hundred per cent", was sufficient proof, etc., etc.

It is so much "bull" that we wonder how any publication could imagine that anyone would swallow such stuff, even we simple believing Canadians.

Firstly, every publisher will tell you that SUBSCRIPTIONS NEVER ROLL IN, especially when this refers to Trade Publications. Secondly, anyone in the Industry knows that EXHIBITORS ARE NOT IN THE HABIT OF PAYING FOR ANYTHING THAT COMES TO THEM FOR NOTHING.

Thirdly, there are only one thousand exhibitors in the Dominion of Canada, and three years ago, this number was approximately 750, the latter who had sound equipment, and who operated their theatres full time weekly; therefore, if the subscriptions to "Box-Office" "rolled in", and repeated themselves 100 per cent, why is it said, that Dominion Sound Equipments purchased 1000 subscriptions after having secured a list of all the exhibitors in Canada? The exhibitors, we are told, have received letters from "Box-Office", informing them that they are to receive weekly copies, through the courtesy of Dominion Sound, who have paid.

It is evident, that after three years circulation in Canada, the "Box-Office" subscriptions failed to "roll in", or Dominion Sound would not have found it necessary, as we have been informed, to buy a subscription for every theatre owner in Canada, in order to give "Box-Office" circulation here.

The whole business takes on a politically unpleasant angle, disturbing to the peace of our mind, and to the peace which the Industry has enjoyed here for many years!

The Digest has been publishing a trade paper in Canada for close to twenty-five years; its revenue has been meagre; no Canadian companies have subsidized it, nor have they purchased a thousand, or five hundred, or one hundred subscriptions to ensure circulation, for The Digest has always covered the entire field of the Trade here, without being subsidized!

(*Continued on Page* 12)

RAY PRESENTS

RAY LEWIS

(Continued from Last Week)

WHEN all the pictures which were presented upon the screens of Great Britain, came from the United States, and production in England was somewhat spasmodic, and casual, the exhibitors of Great Britain were predominantly British; and since Adolph Zukor, one of the picture pioneers, as President of Paramount, said, "The control of the Motion Picture Industry is at the Box-office", we will agree that Britishers controlled the Motion Picture Industry of Great Britain!

We realize that "Trade follows the film"; and if limited trade territories can make one nation war against another, induce men to lift up their sword against each other, then what makes or unmakes trade is important!

What makes Public Opinion is also important; and therefore, it is important that England shall produce the right kind of pictures for home consumption, and for distribution into foreign countries, and particularly for distribution throughout the Empire.

The importance of Empire-distribution makes England unique, for the United States has not this grave consideration to consider in the distribution of Motion Pictures.

SINCE Motion Pictures are a medium of Entertainment, and, since people go to sleep listening to a sermon, even when it is good, and they are conscious that such goodness may be the saving of their very soul, it is essential that Motion Pictures, regardless of any other consideration, shall be Entertainment, and not provoke slumber. For what doth it profit a man, if he sleeps through that which is good?

Let us glance for instance at the Government Interest in Motion Pictures in England. Approximately ten years ago, it legislated to protect, and develop a British Film Industry. It did the best it could do with an industry that was not steel, but made up of flesh and bone, which was as much an Art as an Industry, and which combined Arts, Letters, Mechanics, Finance, Education, Morals, Propaganda, Trade and Commerce, and was, in addition to all these, public gossip and public entertainment all over the world!

It was obliged to legislate for struggling producers, for struggling distributors, for dissatisfied exhibitors, for producer-distributor-exhibitor combinations, and for these combined units as separate, and as independent entities.

It was the kind of a job which was in the nature of an Act of God, and you know the interpretation of an Act of God — something a gentleman wouldn't do!

NO one, but those who capitalized to their own selfish advantage was satisfied with the Film Quota, and the very public, for which the Quota was primarily formulated, since it is a "Government of the people, by the people, for the people" —the fact that this is an American-made quotation does not make it exclusively parliamentary American — this public, which should have benefited, was left "holding the baby".

The Infant druled, wet its diapers publicly, and was so childish, that the British public refused to repeat what "Victoria The Great" said, "Children should be seen but not heard".

They refused to see, or to hear these Quickies, the quota films which the British producers made for themselves, and those which they made for American producer-distributors.

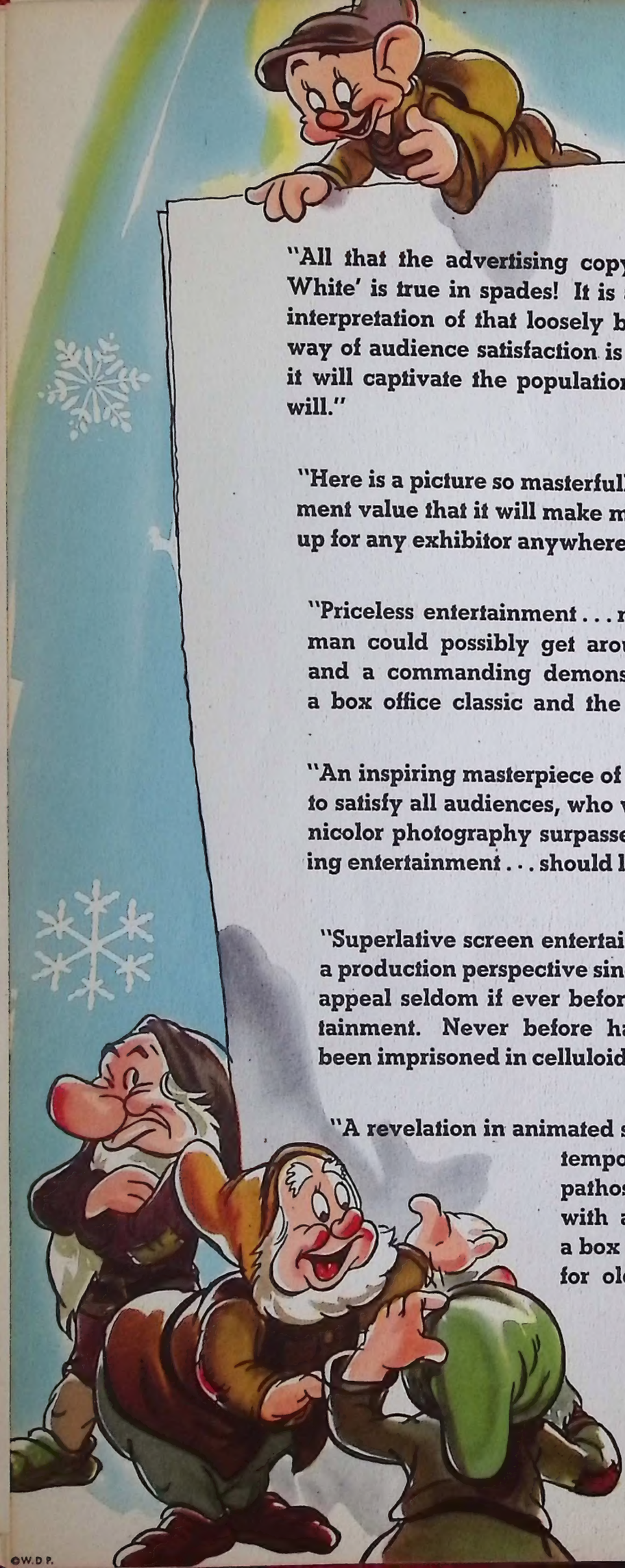
It was a blessing in disguise, that these Quickies which were created for the American producer-distributors were "canned" in Great Britain. The few which dared to cross the ocean, and which for several reasons were exhibited in the United States, did more damage in one showing than a Korda, a Gaumont-British, or a Wilcox could do good with twenty Kings and Queens who historically and amorously entertained a show-going, show-loving British, as well as American, public.

Obviously quality, and not quantity was what the public desired in Great Britain, and in the United States, but, as obviously, this was not what the Government, who desired to augment its sources of employment, nor what the producer-distributor, who was interested in augmenting his financial resources, desired, nor what the British exhibitor, who is always looking for a surplus of product in excess of demand, from which to make his choice, desired. The latter wanted quantity and quality, and at a profit-making price.

AS for the British Investor, with legislation forcing pictures upon the British public, the investment looked secure. You know the story of the Miracle of British Film Finance. "Pennies from Heaven?" No, pounds, millions of pounds! Talents of silver buried in the sands! You are

Laura Elston Publicly Denies Canadian Editorship "Box-Office".

AW!



"All that the advertising copy writers have been saying about 'Snow White' is true in spades! It is a box office natural in the most expectant interpretation of that loosely bandied term, and what it achieves in the way of audience satisfaction is spectacularly the box office's business . . . it will captivate the population as perhaps no other picture ever has or will."

—*MOTION PICTURE DAILY*

"Here is a picture so masterfully produced and of such unusual entertainment value that it will make motion picture history. It should be a clean-up for any exhibitor anywhere."

—*FILM DAILY*

"Priceless entertainment . . . more to talk about than any normal showman could possibly get around to . . . a fine artistic accomplishment and a commanding demonstration of shrewd showmanship . . . both a box office classic and the other kind."

—*MOTION PICTURE HERALD*

"An inspiring masterpiece of elegant beauty and entertainment . . . sure to satisfy all audiences, who will rave about it . . . new Multiplane Technicolor photography surpasses anything yet seen in color . . . outstanding entertainment . . . should live for many years."

—*SHOWMEN'S TRADE REVIEW*

"Superlative screen entertainment . . . the most important picture from a production perspective since the advent of sound . . . it has a universal appeal seldom if ever before attained in the realm of celluloid entertainment. Never before have such breath-takingly gorgeous hues been imprisoned in celluloid for any type of picture."

—*BOX OFFICE*

"A revelation in animated screen entertainment displaying mood and tempo with a master stroke. Romance, drama, pathos and genuine heart interest combined with artistic craftsmanship for nothing short of a box office smash. Just what the doctor ordered for old and young alike."

—*JAY EMANUEL PUBLICATIONS*

"Meets even the wildest expectations of Disney's millions of admirers. It is a masterpiece of entertainment for people of every age . . . marks milestone of motion picture progress . . . Walt Disney has carved for himself a permanent niche in the motion picture hall of fame."

—*HOLLYWOOD REPORTER*

©W.D.P.

"Sets milestone in art of picture making . . . completely a thing of beauty and charm, vastly appealing entertainment for every normal human being . . . it will do smashing business and regale all manner of audiences in extended runs."

—*HOLLYWOOD VARIETY*

"A motion picture miracle has come into being. It is a film fairy tale that will enrapture audiences around the world . . . it is a great screen contribution not only for today but for tomorrow."

—*EDWIN SCHALLERT,*
Los Angeles Times

"Walt Disney adds new laurels to his fame. 'Snow White' and her fairy prince and the seven dwarfs become stars you will love and take into your heart. The sets are breath-taking in their beauty . . . the color is equally exquisite . . . the loveliest thing of its kind ever brought to the screen."

—*LOUELLA PARSONS,*
Los Angeles Examiner

"Yes there is a Santa Claus! His name is Walt Disney, and as a yuletide gift for all those young in spirit and mind he has brought forth his first feature length attraction . . . an unforgettable experience."

—*LOS ANGELES DAILY NEWS*

"In all my nineteen years of reviewing I have never met screen characters that more completely captured my heart than did 'Snow White and the Seven Dwarfs'. Children, young folks, men and women — put on your 'must see' list, the delightful charming fairy tale of 'Snow White'."

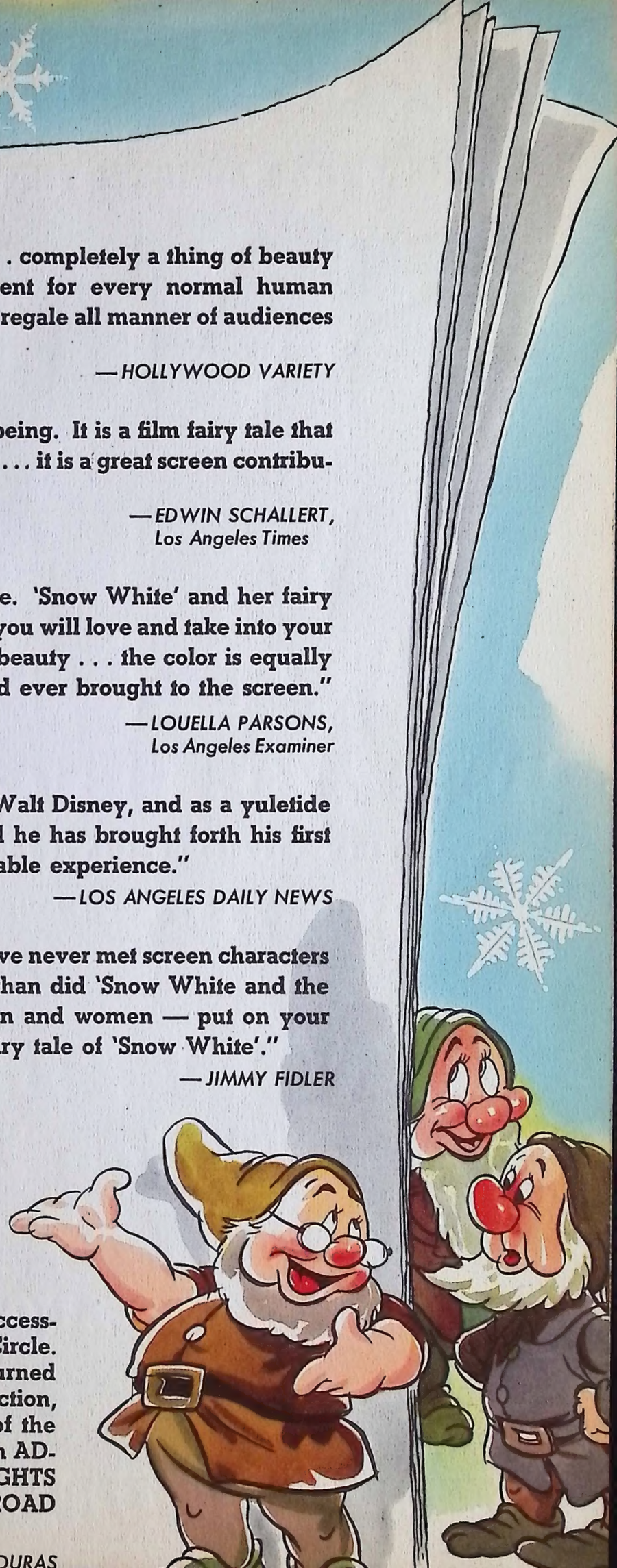
—*JIMMY FIDLER*

"Walt Disney scored a new and impressive triumph last night . . . a fascinating screen experience . . . a picture that nobody should miss."

—*HARRISON CARROLL,*
Los Angeles Herald Express

"World premiere of 'Snow White' most successful opening we have ever had at Carthay Circle. Practically every celebrity in Hollywood turned out and paid tribute to Walt Disney's production, with applause lasting long after the end of the picture. Public interest is equally high with ADVANCE SALE BOTH MATINEES AND NIGHTS TOPPING THAT OF ANY PREVIOUS ROAD SHOW AT CARTHAY CIRCLE."

—*Telegram from CHARLES P. SKOURAS*



WALT DISNEY'S

FIRST FULL LENGTH FEATURE PRODUCTION

SNOW WHITE

AND THE SEVEN DWARFS

in the marvelous MULTIPLANE TECHNICOLOR

Distributed by RKO RADIO PICTURES, INC.

●

NOW PLAYING

Twice Daily

CARTHAY CIRCLE

LOS ANGELES

●

THEN AROUND THE WORLD

RAY LEWIS
EDITOR AND PUBLISHER

Established in 1915

CABLE: RAYDIGEST

"EASY TO DIGEST"

The CANADIAN MOVING PICTURE DIGEST

A Weekly Publication devoted to the Moving Picture Industry

SUBSCRIPTION:
$2.00 ONE YEAR

MILLER BUILDING
259 SPADINA AVENUE
TORONTO

TELEPHONE
WAVERLEY 4929

The Digest International Press Film Service

January 12th, 1938.

Dear Exhibitor:

Have you read the Editorial of the Canadian Moving Picture Digest issue of January 8th? If you have read it, read it again – it contains news of vital importance to you.

In the succeeding issues of The Digest, we will present information covering the coming battle for Film Control in Canada. YOUR theatre is likely to be involved in this Battle!

Time proves many things, it reveals who are your friends, and those who but exploit you for their own benefit. For close to twenty-five years The Digest has been INDEPENDENT. It has never changed this policy. It has never sold-out the Exhibitors.

Be a paid subscriber. $2.00 for 1 year's subscription, the cheapest insurance on the market for the protection of your business.

Sincerely,

Ray Lewis

Editor and Publisher.

To 1 Year's Subscription to The Digest - - $2.00

To 3 Years' Subscription to The Digest - - $5.00

Manager..... Theatre.....

City..... Province.....

DIGEST REVIEWS AND PREVIEWS

"Firefly" M-G-M Box-Office Success

(*Continued from Page 6*)

Time of the opus is the Napoleonic Wars, or rather the Peninsula Wars as the Spanish compaign was titled. Jeanette MacDonald plays the role of a Spanish patriot, who takes on the pose of a music hall dancer and singer, but who is actually a spy for King Ferdinand of Spain. Jeanette's job is to secure military secrets and information from French officers, and to pass them on to her own superiors. When Jeanette meets and falls in love with Allan Jones, he is under the guise of a Spanish soldier, but later is revealed to be a French spy. Jones discovers Jeanette's true indentity, and is going to turn her over to the French, but she makes her escape, while Napoleon dethrones the King of Spain. Later the Spaniards rise up in revolt against Napoleon, the British comes to the aid of the rebels, and Jeanette brings about victory by allowing herself to be captured by the French, with false information as to the allies' plans, on her person. The Spanish and British are victorious, Jeanette is rescued, and rejoins Allan, who is given his freedom.

Both Miss MacDonald and Allan Jones do splendid work. Robert Z. Leonard was behind the megaphone and turned in a masterful effort. To Hunt Stromberg in charge of production, and Herbert Stothart, the musical director, also go our praise for splendid accomplishments. Others in the cast worthy of special note include Douglas Dumbrille, Leonard Penn, George Zucco, Henry Daniell, Matthew Bolton, Manuel Matiste, Tom Rutherford and Bert Spindola.

"The Firefly" is a long one, over two hours, not having been cut since its original road-show release, but the entertainment value is so rich, that I doubt very much if any of your patrons will note the length of the film. Picture is doing big business in the U.S., and should do just as well here.

PERSONAL MUSINGS

STARTING next week, your reviewer will follow the general practise used by fan magazines and other publications, of classifying the pictures reviewed. We will use the "star" system, putting the pictures in four classifications, three stars, two stars, one star, and no stars. Three stars will classify pictures that contain an extra-special quota of box-office, and are splendid productions as well; two stars will be the really good pictures, box-office bets, but lacking all the essentials for a three star classification; one star will designate a good average picture, probably a picture that would make two stars, but misses because of poor direction, sound, acting or story. No stars will be applied to those pictures that are "also-rans", programmers, fillers for double-bills, etc., and some that should have never been produced. When the picture is one of the last-mentioned, we will let you know it.

* * *

WE see where RKO Radio are dedicating their annual billings and sales drive for this year to Ned E. Depinet, popular vice-president in charge of distribution of RKO Radio Pictures, and president of RKO Distributing Corp. A statement to the trade press, discloses the reason for the dedication as "a tribute to his dynamic leadership and at the suggestion of his legion of friends among the exhibitors".

It was our great pleasure to meet Mr. Depinet when last we visited New York, and a more charming and genial personality we have never met. The dedication is a just tribute to the spectacular efforts Mr. Depinet has advanced for the furtherance of RKO's prosperity.

Walter Branson, midwestern district manager, has been chosen by the men in the field as drive leader for the United States and Canada, and Ben Cammack, general manager for Latin America, will head the foreign field.

DIGEST RADIO REVIEWS

Programme—FLEISCHMANN YEAST HOUR.
Sponsor—General Foods.
Star—Rudy Valle and Orchestra, with guest stars.
Time—8.00-9.00 P.M., EST, Thursday, Dec. 30, NBC.

Rudy contributed his usual Variety Hour of entertainment last Thursday, with Frank Craven, seen as the father in Warners' "Penrod" pictures, and genial Jack Buchanan, England's ace musical-comedy artist, as his special guests. Craven rendered what almost amounted to a soliloquy, of a football coach giving his players a pep-talk at half-time. Script was taken from a story which appeared just a week or so ago in Collier's Magazine. Buchanan sang, cracked wise, acted, and generally added to the fun of the hour. His acting and singing scored effectively, but his humour was rather on the thin side. Other acts were uniformly good.

Concensus — Nothing extraordinary but up to the average.

* * *

Programme—CHASE AND SANBORN HOUR.
Sponsor—Standard Brands.
Stars—Don Ameche, Dorothy Lamour, Nelson Eddy, Edgar Bergen and Charlie McCarthy, the Stroud Twins, and guest star.
Time—8.00-9.00 P.M., EST, Sunday, Jan. 2nd. NBC.

The old reliables had the stage and screen star of "Winterset" and other hits, Margo, as their guest star Sunday last. Margo combined with Master of Ceremonies, Don Ameche in a short playlet, in which she played an hysterical murderess, trapped into confessing by detective Don Ameche. Later in the program Margo engaged in some snappy cross-talk with Charlie McCarthy, and the others, while the Stroud Twins came in for their usual quota of laughs. Robert Arnbruster and his orchestra, and Nelson Eddy headed the musical portion of the program, and registered strongly.

Concensus—As good as ever, which seems to be more than enough.

THE EXHIBITORS' COLUMN

EXHIBITORS who paid the Queen City a visit recently include G. Calhoun, Capitol Theatre, Aylmer, Ont.; Simon Meretsky and Ken Merrett of Windsor, Ont.; Eddie Warren, Royal Theatre, Aurora, Ont.; M. Chechik, Clear Lake Theatre, Winnipeg; I. Lush, Berford Theatre, Wiarton, Ont.

Jack Allen, of the Tivoli, Wiarton, was due in town this week, but was unable to make it, due to bad condition of the roads.

(*Continued on Page 21*)

Darryl Zanuck and Joseph Schenck in New York for "Chicago" Premiere

EDITORIAL

(*Continued from Page 3*)

We have been doing business with Dominion Sound Equipments for many years. Glancing back over our files ten years ago, we find Canadian Northern Electric Advertising, and yet, this company was never inspired in all these years to buy subscriptions for the theatre-owners of Canada; they were satisfied we covered the field.

It is not our intention to be unfriendly to the American invasion of "Box-Office" into this meagre territory, out of which it hopes to secure a revenue. If it had not been for a few loyal supporters of The Digest, men big enough in this Industry to appreciate SERVICE, and the fact that The Digest was willing to "ride a hobby" for years WITHOUT REVENUE, we would, in this most affluent Industry in which fortunes of millions are made, virtually have starved to death.

The "Box-Office", we suspect, has been brought into Canada for a PURPOSE; it is not the publication to which we object, but the PURPOSE. That a Canadian company, doing business in Canada, expecting business from Canadians, should subsidize an American minor trade film publication, smacks of "politics"; we are interested in the "political picture", and we object to it.

There is an undercurrent concerning the British Film Quota with pressure for its introduction in Canada. We object, regardless of our friendly British interest in British Films. The British Film Quota legislation is giving the British Film Industry too many headaches in Great Britain, with the Industry divided among itself, and has piled up sixty million dollars in loans, precipitating a financial picture stringency not without its repercussions on the American Continent.

There are rumours to the effect that every independent equipment and supply service in Canada is to amalgamate, and be under one control; and that the control is to be a combination of film interests.

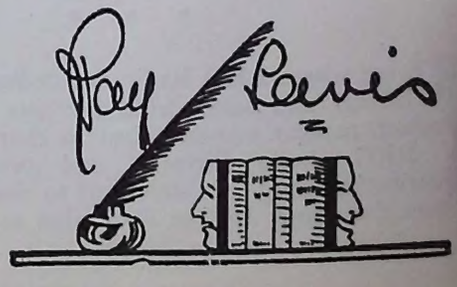
There are rumours that Mr. Nat Taylor, booker of an Independent group of exhibitors, and publisher of "The Canadian Independent", which has been sounding the battle-cry of Independence, is negotiating for an amalgamation with Mr. Oscar Hanson's group of theatres; the only obstacle to a union of these Interests is "a working contract" satisfactory to both parties.

Looking at the "Box-Office" with its "Famous Renovating" statement covering the activities of Famous Players Canadian, and discovering therein statements to the effect, that Famous Players Canadian is buying-up and building theatres across Canada, so fast, that in many towns it owns and operates not less than three theatres, leads us to ask Famous Players whether it is publicizing a Monopoly?

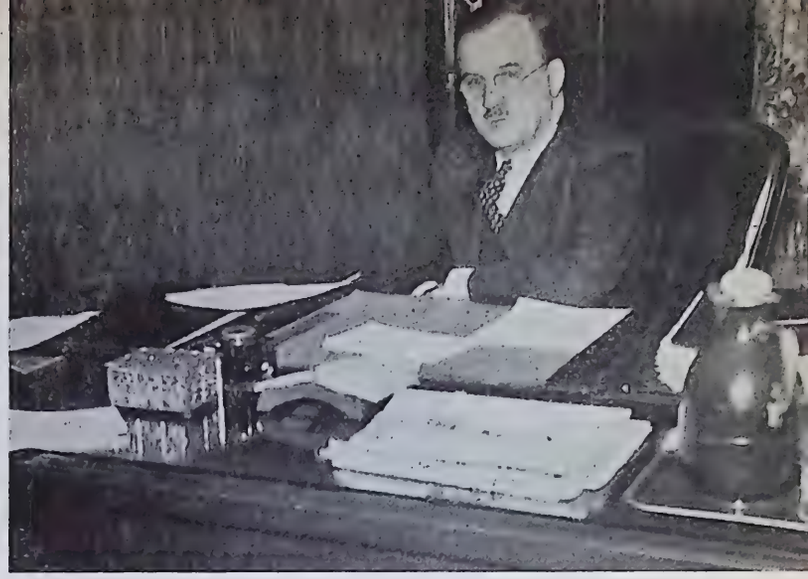
In glancing through this "Famous Report", published in "Box-Office", and reading therein of the buying-up of theatres and circuits, etc., we wonder if those responsible for giving out this information have been reading the address of President Roosevelt, or the Hon. Mr. Ickes' address, or the address of the Assistant Attorney-General, or the statements of leading industrialists and financiers WHO ARE DECRYING COMBINES AND MONOPOLIES, and who are stating their opinions, not only in the press, but at Washington, and various other capitols where legislators assemble; or have Famous been reading the comic strips?

The Digest always KNOWS MORE THAN IT PUBLISHES; THAT IS WHY THE DIGEST HAS BEEN IN BUSINESS CLOSE TO TWENTY-FIVE YEARS. That is why The Digest enjoys the confidence and the friendship of the Motion Picture Industry. No "news scoop" is worth the loss of a friend through his betrayal.

If "Box-Office" has come into Canada merely as a publication, it is welcome, although we think that the Hays Organization, which has jurisdiction over such matters should have advised it to stay out for several reasons only too obvious to reasoning human beings. But, when it comes into Canada, SUBSIDIZED by a Canadian company, and Famous Players becomes so "giddy" at its introduction, that it publishes itself as a Monopoly, we think that there is a "nigger in the woodpile" somewhere, and WATCH US BRING HIM OUT!



MISS ARNA MANN
Switchboard Operator (Direct lines to all exchanges.)



MR. OSCAR R. HANSON
General Manager, Associated Theatres Ltd.
President, Hanson Theatres Corp. Ltd.

ASSOCIATED THEATRES LIMITED

The modern and progressive way for exhibitors to handle their buying and booking.

BECAUSE . . . . . There Is A Reason

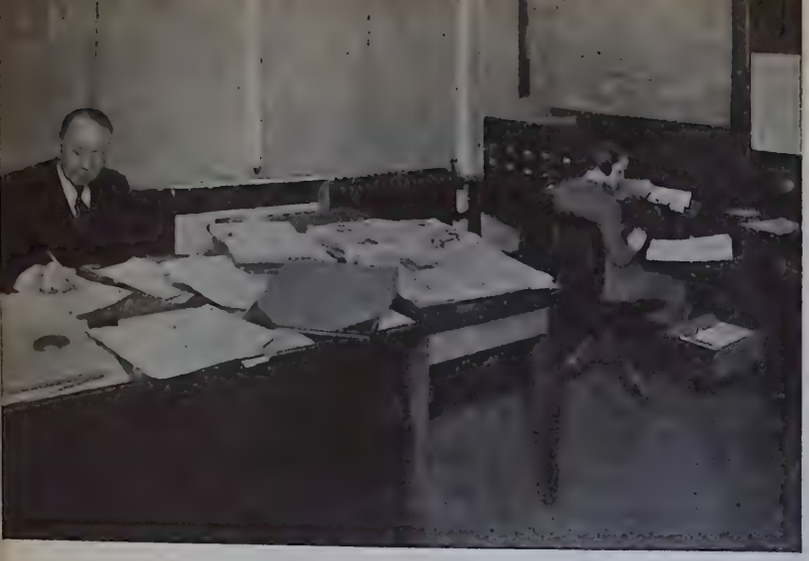
(1) As their representative Associated supplies experts who have a knowledge of buying and booking - - gained from handling the accounts of fifty-three theatres in Ontario.

Oscar R. Hanson's office with Mr. H. T. Long at his left, and H. C. D. Main seated at right front. Mr. H. C. D. Main is Supervisor of Theatres.

(2) All pictures released are viewed in the screening room by the entire staff of buyers and bookers.

(3) Payments for your entire week's expenses are paid in one cheque, thereby eliminating the necessity of several cheques.

(4) The exhibitor is relieved of the necessity of spending many hours discussing buying propositions with film salesmen, for with the Associated service you need only express your requirements to them. This leaves the exhibitor's time available for the all-important problems of operating a theatre.



MR. GEO. F. LAW
Booker, Associated Theatres Ltd.

MISS LILLIAN ROSEMAN
Contract Department, Associated Theatres Ltd.

★

LEADING INDEPENDENT THEATRE OWNERS BOOKING AND BUYING THROUGH ASSOCIATED THEATRES LIMITED SERVICE

★

MR. E. V. ARMSTRONG
Manager, Theatre Operating Service Ltd.
(Supply Department for all theatres.)

MISS W. BUFFETT
Stenographer, Theatre Operating Service Ltd.

Associated Th

MEMBERS

Ottawa	*Rideau (Rideau Theatres Ltd.)
Pembroke	O'Briens (M. J. O'Brien Ltd.)
Peterboro	*Regent (Kawartha Theatres Ltd.)
Renfrew	O'Briens (M. J. O'Brien Ltd.)
Schumacher	*Mascioli (Northern Empire Theatres Ltd.)
S. Porcupine	*Mascioli (Northern Empire Theatres Ltd.)
St. Catharines	*Granada (St. Catharines Theatres)
St. Catharines	
St. Thomas	*Granada (Hanson Theatres Ltd.)
Sudbury	*Grand (Sudbury Theatres Ltd.)
Timmins	*New Empire (Cochrane Theatres Ltd.)
	*Palace (Hanson Theatres Corp. Ltd. Operating Co.)
	*Goldfields (Hanson Theatres Corp. Ltd. Operating Co.)
Woodstock	Princess (P. J. Greenleaf)

TORONTO

1008 Dovercourt Rd.	Adelphi (A. Bailie)
1219 Danforth Ave.	Allenby (M. Starkman)
10 Queen St. East	Arcadian (S. Hamer)
617 Bayview Ave.	*Bayview (Bayview Theatres Ltd.)
1488 Yonge St.	Beverly (Bevradio Theatres Ltd.)
415 Danforth Ave.	*Granada (Associated Amusements)
605 Danforth Ave.	Iola (H. Ginsler)
1098 Bloor St. W.	Doric (S. Lester)
506 Bloor St. W.	*Madison (Madison Theatre Ltd.)
326 Dundas St. W.	Liberty (M. Starkman)
565 College St.	King's College (A. Lester)
1512 Danforth Ave.	*Oxford (Theatre Oper. Service)
1444 Bathurst St.	Radio City (Bevradio Theatres Ltd.)
1217 St. Clair West	Royal George (J. McCulloch)

*—Hanson Theatres Corp. Ltd.

atres Limited

MEMBERS

TOWN	THEATRE
Acton	Gregory (R. L. Gregory)
Almonte	O'Briens (M. J. O'Brien Ltd.)
Ansonville	*Empire (Northern Empire Theatres Ltd.)
Arnprior	O'Briens (M. J. O'Brien Ltd.)
Barrie	*Capitol (Lakeview Theatres Ltd.)
	*Roxy (Lakeview Theatres Ltd.)
Belleville	*Capitol (Hastings Theatres Ltd.)
Brampton	Capitol (T. H. Moorehead)
Burlington	Hume (A. L. Tuck)
Chatham	*Granada (Chatham Theatres Ltd.)
Collingwood	Regent (R. Bull)
Dunnville	*Granada (Haldimand Theatres Ltd.)
Fort Erie	Bellard (E. Ziff)
Georgetown	Gregory (R. L. Gregory)
Hamilton	*Granada (Wentworth Theatres Ltd.)
	Gregory (R. L. Gregory)
	Playhouse (A. Patralek)
	Royal (R. L. Gregory)
Lindsay	Academy (E. S. Meehan)
London	*Patricia (London Theatres Ltd.)
Midland	Capitol (H. Nathanson)
Milton	Princess (H. Marshall)
Napanee	*Granada (Ideal Pictures Ltd.)
New Liskeard	*Empire (Northern Empire Theatres Ltd.)
North Bay	*Royal (Cochrane Theatres Ltd.)
Oakville	Gregory (R. L. Gregory)
Orillia	*Opera House (Orillia Theatres Ltd.)
Oshawa	*Marks (Oshawa Theatres Ltd.)

MR. W. CLIFFIN
Poster Exchange

HANSON THEATRES LIMITED, our largest group of theatres, has now purchased property and plans are now being completed for building the following theatres:

Granada Theatre, Peterboro
1,000 Seats.

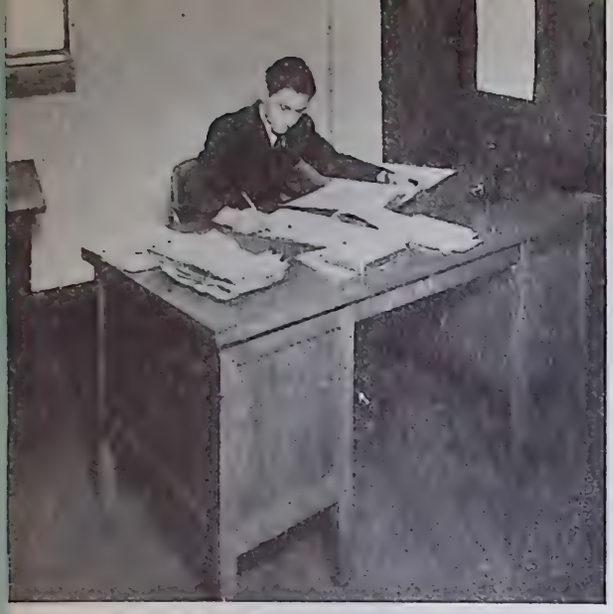
Old Mill Theatre, Bloor & Jane, Toronto
750 Seats.

And a New Theatre at St. Catharines.
1,000 Seats.

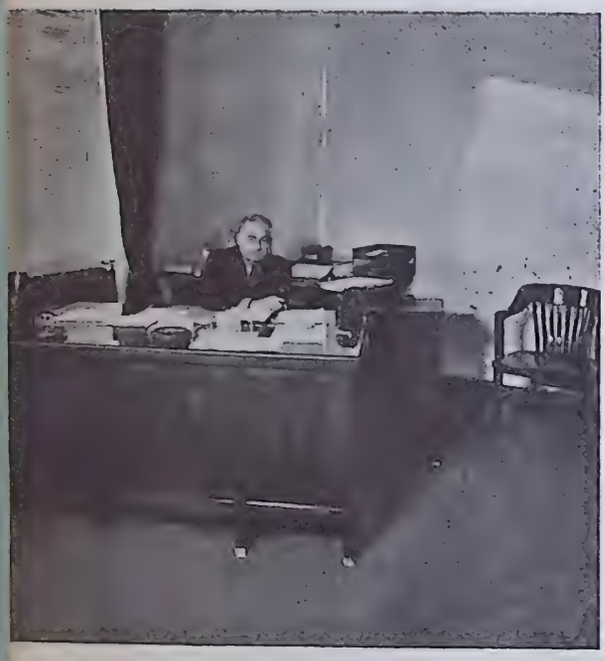
Also Sites Have Been Selected in Four Other Ontario Towns.

MR. H. B. WELLS
Accountant, Associated Theatres Ltd.

MISS B. THOMAS
Assistant to Mr. Wells



GORDON SNIDER
Asst. Booker, Associated Theatres Ltd.



HAROLD T. LONG
Asst. General Manager, Associated Theatres Ltd.

NORMAN ALLIN
Asst. Booker, Associated Theatres Ltd.

Associated Theatres Limited

Buying and Booking for a

Grand Total of - -

(53) FIFTY-THREE (53) THEATRES

★

THIS SERVICE IS OPEN TO ALL EXHIBITORS AT A UNIFORM RATE, BASED ON SEATING CAPACITY. COMMUNICATE WITH US. OUR REPRESENTATIVE WILL CALL UPON YOU, GIVING YOU FULL AND DETAILED INFORMATION.

★

Associated Theatres Limited

Phone WAverley 8606

277 Victoria Street » Toronto, Ontario

BRITISH FILM DIGEST

By WARD SHAFTESBURY

SENSATION of the week was the allegation that pressure had been brought to bear on the operations of the Films Bill by the United States Government. "The Week", a privately-circulated typescript publication, declared that Washington had instructed the British Government "that unless certain guarantees on the subject of the operations of the Films Bill are received by the American Government, the American Film Industry will go into action in a manner which apart from its effect on the international situation, will upset the entire apple-cart of the projected Trade Talks". "The Week" inferred that this threat was a definite factor in the Government acceptance of the proposal for a more or less powerless Film Commission.

Questions in the House of Commons, obviously inspired by these allegations, received prompt answers. The President of the Board of Trade, Mr. Oliver Stanley, admitted that there had been several representations from Washington but these were not at all in the nature of threats and had nothing whatsoever to do with the Government's action in regard to the Films Bill. When fiery little Ellen Wilkinson demanded if the Committee now considering the Cinematograph Films Bill was under pressure from a foreign government, Mr. Stanley answered with a categorical "No".

The whole incident smacks of childishness — one can hardly imagine the United States Government interfering rudely with the internal business affairs of another major country on behalf of the Hollywood Film Industry. I have hardly noticed the U.S. Government affecting such a friendly feeling for its own Big Business in the past year — not sufficient, at any rate, to admit of it becoming embroiled with Great Britain on their behalf. Certainly not!

Korda to Leave United Artists?

AFTER several months experience, I have decided to always keep my fingers crossed when talking about Alexander Korda's activities. This time, Rumour has it that Korda is trying to wriggle out of the United Artists distribution contract. To accomplish this, he would have to give up his one-fifth stock interest in the company. The Directors are not anxious to lose Korda. The latter, however, is said to prefer to produce films for other companies so far as his quota requirements are concerned —his best films could always be disposed of on an open market basis.

Studios Acquired by British Independents

BRITISH Independent Exhibitors have just acquired Sound City Studios and Norman Loudon, Chairman of the latter company, has joined the board of Directors of B.I.E.D. A considerable saving in overhead is anticipated. The new combine means that B.I.E.D. have at their disposal the largest studio resources in Europe and this augurs well for a comprehensive production programme.

Quality Test Rejected

IF you remember, a few weeks ago we discussed in these columns our objections to the inclusion of a "Quality Test" in the new Films Bill. This proposal was last week submitted before the Standing Committee of the House of Commons and rejected, after Mr. Oliver Stanley, President of the Board of Trade, had opposed it in an excellent speech. Mr. Stanley's point was, that on practical grounds, the proposal was impossible. At present, it is the practice when the renter contracts with the producer for a film to make it a condition that the film, when completed, should qualify for the Quota. With a cost clause, the producer knows that if he spends a certain amount of money, his picture will qualify. If, however, the committee were to substitute a viewing test, to take place after the picture is completed, the producer would not know whether he would fulfill the terms of his contract—in other words, whether he would get his film entered for Quota or not.

Screen Pools Established by Tom Walls

SOCCER POOLS have been the rage in England and Scotland for some years now — penny gambles which give you a chance of winning thousands. They have been doubly popular in the Film offices and studios. Now Tom Walls, famous comedian, has established "Screen Pools" which will operate on the lines of existing soccer pools.

Luxurious Theatre Opens

THE STATE, Kilburn, boasted of as the finest cinema in Europe, opened its doors on Monday to a fanfare of trumpets. Traffic queues extended along Kilburn for hundreds of yards while G.-B. news cameramen pic-shot the well-known guests as they arrived. The ceremony opened on a note of Patriotism with a stage setting showing the "Pageant of Empire". George Formby did a turn, Will Fyffe also and many other well-known stars of the screen. The hit of the evening was Gracie Fields who brought the house down by kissing Phil Hyams, part-owner of the cinema. The State is reported to have been built at a cost of well over a million and a half dollars.

Sad Statistics

BRITISH and Dominion Film Corporation continues to make losses . . . the loss this year was £5,902 plus a debit of £131,149 . . . Stuart Doyle is putting off announcement of his British production plans owing to unsettled conditions in the British Film Industry . . . Stoll Theatre Corporation announces a profit of £314 for the year from an investment in properties etc., of over ten and a half million dollars . . . Baird Television Ltd. had another disastrous year — over half a million dollars debit for the year — it is suggested that poor programmes on the part of the B.B.C.'s television studio have been responsible for the lack of public interest in this new form of entertainment.

"Tovarich" Well Over Six Figures in First Week, Radio City Music Hall.

WASHINGTON FILM DIGEST

By GEORGE W. MEHRTENS

WASHINGTON, D.C., Jan. 3—(CTP)

WITH the opening of the second session of the 75th Congress on Capitol Hill here today, interested observers of the Motion Picture Industry look with keen interest toward Congressman Lyle Boren of Oklahoma, who armed with a tentative draft of the industry divorce bill, which he has been considering and conferring upon during the holidays, is understood to be rounding up a block of Congressmen to support the measure when he introduces it on the floor of the House.

Just before New Year's, it developed that the Administration's current big "trust-busting" campaign carefully and strategically planned to embrace the nation's major industries may cause Congressman Boren to postpone introduction of the embryonic bill, but it is now understood that Assistant Attorney - General Robert Jackson and other leading Governmental executives alike are impressing Congressional leaders with the necessity of a well-planned, scientific attack, both generally and on specific industries.

This trend was reflected at Boren's office by the announcement that "We can't now say definitely whether the Congressman will introduce his bill immediately or not". The Congressman had left Washington for his home state where it is understood he had gathered more data concerning the proposed measure.

It is further known that Abram F. Myers, chieftain of Allied States Exhibitors Association, conferred with Boren upon his theory prior to the close of the recent special session. Also joining the discussion, it is believed, were representatives of a number of civic organizations who in the past have been interested in advance block-booking legislation supported by Allied States.

Myers meanwhile continues to maintain a strict tight-lipped attitude when quizzed regarding the tentative Boren measure. "No I don't wish to talk about it," he says.

Myers also refused to comment on his position relative to the O'Mahoney-Borah Federal licensing measure as well as the Justice Department Crusade.

"I contemplate making no statement in advance of the Allied board meeting," Myers stated.

It is believed, however, that Myers, whose organization largely has been responsible in flooding Washington with a record number of industry complaints is preparing to pin his hopes on the current Justice Department anti-monopoly campaign.

Small Exhibitor May Score

PREDICTION that his pending legislation to investigate the Motion Picture Industry "will be swept to enactment at the coming session on the Justice Department's wave of trust-busting", was made by Congressman Martin Dies of Texas, one of the ranking legislators in the Southwest.

"The little fellow, be he exhibitor or small business man, is about to receive the answer to his prayers," states Dies, "The general fighting anti-monopoly spirit now reaching forth from the Justice Department to cover all of Washington, presents just the solid background needed for early enactment of my measure calling for a general investigation of pictures.

Dies indicated he would work closely with Assistant Attorney - General Jackson and Attorney - General Cummings' other ace "trust-busters".

He described his picture legislation as "basically constructive", adding it aimed to solve the moot block-booking problem as well as other industry issues.

Panay Incident Films Shock Capital Dignitaries

THE motion picture camera this week revealed to high State, War, Navy, Diplomatic and Governmental officials one of the most serious international incidents yet to occur in the Sino-Japanese situation, when Capital City news-reel screens presented for the first time on this continent actual pictures of the sinking of the United States Gunboat Panay by Japanese airmen.

Described by many as perhaps the most shocking pictures "yet to come out of the Chinese-Japanese war-zone", the pictures were shown about the Capital City absolutely uncensored by the United States Department of State.

End of Gangster Films Urged

CRITICIZING the Motion Picture Industry for continued presentation of horror films and gangster themes to children which he declared may make a "lasting impression for life", Congressman Samuel Pettengill, sponsor of the controversial block-booking bill, stated he felt confident his bill had curbed this phase of the industry activity.

"I fully intend to press the measure at the present session," Pettengill said, "and it is more than possible I shall get some action on it."

Pettengill's statement came as a result of the criticism directed against the Motion Picture Industry by Dr. Dagobert D. Runes, editor of the magazine "Better English", who described the speech of motion picture actors as "tawdry, vulgar and illiterate".

Theatre Equipment and COMPLETE SUPPLIES

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.

Coleman Electric Co.
258 Victoria St.
TORONTO, ONT.

EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

Gracie Fields Made Commander of the Order of the Empire in King George's New Year's Honors List.

Have You Mailed Your Subscription to The Digest?

EXHIBITORS — May we bring to your attention that subscriptions are due to The Canadian Moving Picture Digest, and that in honour of the Coronation we made a special offer—$2.00 yearly, with a Subscription covering 3 years for $5.00.

Since we have no rich friends to subsidize us, by paying for your Digest copies, and since every copy which we send you, costs us approximately 10c for postage, wrapping, etc., we are obliged to stand the cost of this service to you, believing that it is important that a Canadian Film Industry should have a Canadian owned, and Canadian controlled and published trade paper.

In glancing back to February of 1930, following the financial cyclonic crisis of November of 1929, we find that we published a list of subscriptions received in the one month of January, 1930 — a total of forty five.

Park Theatre, Verdun, Que.
Empress Theatre, Edmonton, Alta.
Bells Theatre, Belleville, Ont.
Shea's Hippodrome Theatre, Toronto, Ont.
E. F. Frisby, Grand Opera House, New Liskeard, Ont.
Capitol Theatre, Brockville, Ont.
Theatre Francaise, Montreal, Que.
Lyceum Theatre, Winnipeg, Man.
Strand Theatre, St. John, N.B.
Capitol Theatre, Regina, Sask.
Capitol Theatre, Toronto, Ont.
Beach Theatre, Toronto, Ont.
College Theatre, Toronto, Ont.
Regent Theatre, Milverton, Ont.
Dreamland Theatre, Medicine Hat, Alta.
Royal Alexandra Theatre, Lachine, Que.
Dominion Theatre, Vancouver, B.C.
Orpheum Theatre, Fort William, Ont.
Loew's Theatre, Montreal, Que.
Lyceum Theatre, Gull Lake, Ont.
Keith's Theatre, Ottawa, Ont.
Napier Theatre, Drumheller, Alta.
Imperial Theatre, Quebec, Que.
Bloor Theatre, Toronto, Ont.
Capitol Theatre, Calgary, Alta.
Webb Theatre, Niagara Falls, Ont.
Capitol Theatre, Vancouver, B.C.
Mike Comerford, Scranton, Pa.
Palace Theatre, Montreal, Que.
Capitol Theatre, Moosejaw, Sask.
Wonderland Theatre, Napanee, Ont.
Wonderland Theatre, Lindsay, Ont.
Starland Theatre, Aurora, Ont.
Stevens Opera House, Sudbury, Ont.
Capitol Theatre, London, Ont.
Imperial Theatre, Montreal, Que.
Metropolitan Theatre, Regina, Sask.
Victoria Theatre, Saskatoon, Sask.
Orpheum Theatre, Estevan, Sask.
Capitol Theatre, Edmonton, Alta.
Stettler Theatre, Stettler, Alta.
Empress Theatre, Edmonton, Alta.
Prince Theatre, Sault Ste. Marie, Ont.
Strand Theatre, Calgary, Alta.
Capitol Theatre, Paris, Ont.

We are waiting to publish a list of subscriptions received in JANUARY, 1938. Please mail your subscription NOW for publication in this list.

Dominion Sound Equipments Loses Executive

O. R. HARVEY

O. R. HARVEY, managing director of Dominion Sound Equipments Ltd., since that company's inception, died in Montreal, suddenly on Christmas Eve. Mr. Harvey was only 47 years old.

Born in Lynhurst, Ontario, Mr. Harvey was educated at Queen's University, Kingston. While still a student at College, he entered the World War as a private in the "Princess Pat" Canadian Light Infantry Regiment. His rise from the ranks was rapid, and by the end of the war, he enjoyed the rank of Captain.

Returning to Canada after the War, Mr. Harvey joined the wire and cable sales division of Northern Electric, soon being promoted to specialist at the Winnipeg branch. He was later appointed head of the radio sales at Montreal.

With the introduction of talking pictures in 1928, Mr. Harvey entered the theatre field, at that time being manager of the special products division of Northern Electric, which position he still held as well as his executive position with Dominion Sound, at the time of his death. Mr. Harvey supervised the first sound equipment installation at the Palace Theatre in Montreal.

Mr. Harvey leaves his widow and one daughter, Shirley. He was a member of the Mount Stephen Club, and the Beaconsfield Golf Club. Funeral services were held in Lynhurst.

"Zola" Voted Year's Best by Film Critics

New York, N.Y.—The sixteenth annual poll conducted by the Film Daily is completed. 531 reviewers and critics in Canada and the United States voted in the poll for the pictures which in their estimation, were the Ten Best of 1937.

The following is the result of the poll, with the number of votes received by each picture beside it:

Picture	*Distributor*	*Votes*
THE LIFE OF EMILE ZOLA	Warner Bros.	453
THE GOOD EARTH	M-G-M	424
CAPTAINS COURAGEOUS	M-G-M	380
LOST HORIZON	Columbia	325
A STAR IS BORN	Selznick-UA	287
ROMEO AND JULIET	M-G-M	251
STAGE DOOR	RKO Radio	235
DEAD END	Goldwyn-UA	197
WINTERSET	RKO Radio	165
THE AWFUL TRUTH	Columbia	160

New Year's Weekend Grosses on Broadway Over $250,000

MUZAK RIGHT TO THE HOME

Warners Take Over Wired Radio Subsidiary

WARNER BROS. PICTURES INC., announced recently that it will shortly launch "Muzak", heretofore an entertainment subsidiary of Wired Radio, Inc., on a nation-wide scale.

All preliminary formalities have been completed between H. M. Warner, President of Warner Bros., and Waddill Catchings, head of the Muzak Corporation, although the final agreement has not been consummated.

By this move, Warners will acquire control of the latest and one of the most promising new fields of entertainment. Muzak supplies its programs direct by wire—either telephone or electric light wire—to homes or places of business from a central bureau.

Installation of Muzak receiving sets will be almost as simple as plugging in a vacuum cleaner and no special wiring or elaborate home equipment will be needed.

H. M. Warner, who pioneered the talking picture; who established the first movie-owned radio station, KFWB, in Hollywood; and who made and released the first Technicolor talking pictures, has long been interested in the educational as well as the entertainment medium of the screen. Such pictures as "Fugitive from a Chain Gang", "Disraeli", "Black Fury", "A Midsummer Night's Dream", "The Story of Louis Pasteur", "The Charge of the Light Brigade", "They Won't Forget", and more recently the currently successful "Life of Emile Zola", and the forthcoming "Adventures of Robin Hood", are evidences of the Warners' interest in subjects that combine entertainment with worthwhile sociological and historical subjects.

Educational Programs for Schools and Homes

IN Muzak, Mr. Warner sees another and perhaps an even greater opportunity to give service in both the entertainment and educational fields. Muzak, during the three years of its experimental development, has already assembled a library of 7,500 specially prepared records, master transcriptions by recognized artists and famous orchestras, and these will serve as the foundation for a much larger catalog. Educational programs will be provided for schools and colleges and private homes.

Transcriptions are recorded on special records which reproduce with an audio-cycle greater than most radios and without surface noise.

This direct, wired radio music has been successfully used by New York hotels and restaurants for some time. Many prominent New Yorkers have already installed "Muzak" in their homes.

Recent experiments having made it possible to provide receiving sets and service at a price to fit the average pocketbook, Warner Bros. plan to popularize "Muzak" over the entire nation.

Music and entertainment will be kept 'on tap' in every home that has a telephone or electrical service. Cultural and educational subjects as well as practical information and technical instruction will be supplied to everyone who cares to listen and learn. However, receiving sets will offer a selection of varied programs allowing the listener to choose the type which pleases him the most at the moment.

Already in Operation for Some Time

WIRED RADIO for the home has already been introduced to a small but distinguished New York City clientele, and similar enterprises are even now enormously successful in Europe, particularly in Holland, where one out of every seven families enjoys a service much like what Muzak expects to supply to the United States.

The lay public has heard Muzak in New York's hotels, bars and restaurants for several years without understanding the "hidden orchestra" effects, but it has only recently been made available to private homes. Muzak can be received in the home over a simple loudspeaker or through a radio set, if of a late model. Special radio cabinets have been designed by several manufacturing companies such as Philco which contain Muzak receivers which do not in any way interfere with regular radio reception. The subscribers will pay for the Muzak service on a monthly subscription basis.

Warners Interested in Muzak for Several Months

WARNER BROS. PICTURES INC., has been interested in the possibilities of Wired Radio and Muzak for nearly a year. All technical and "noise difficulty" has been eliminated through a series of exhaustive experiments.

In some circles this has been regarded as a progressive step toward Television on the part of Warner Bros. Wireless radio television is limited, according to technical experts, to distances within the line of the horizon line surrounding the broadcasting station, but wired radio television is expected to overcome this difficulty.

"Mr. Mae West" Comes To Town!

AT one of our theatres in Toronto, there was a player who was billed as "Mr. Mae West", the one and only husband of the world-famous Mae West — So What?

Mr. Wallace, we mean "Mr. Mae West" told the press that he was Mae West's husband, that they had never been divorced, and that the reason he said he was Mae West's husband, was due to the fact that she said she never had a husband, which made him "sore", because after all when a fellow has been a husband, and is still a husband, to be killed off without being buried, is, to say the least, embarrassing, especially when you happen to be the "live" husband, of a person so much alive as Mae West.

"Mr. Mae West" told the press here, that his wife, Mae, was a very religious person, that she would never make fun of religion, and that whatever happened in that much discussed bawdcast over NBC, the officials of the NBC were all to blame, because they wrote the stuff for Mae, all about Adam and Eve.

We don't know who went to see Mr. Mae West, we didn't, but a look at his photograph in the paper, was enough to inspire us to exclaim, "Mae, how could you". It may have been that someone said to Mr. Wallace some years ago, "Go West Young Man, Go West". And he went in May.

Film Stocks Depreciate $250,000,000 In 1937.

Ontario Opens Two New Houses
Three More Due Shortly

THE Rio Theatre, Levack, Ontario, F. Fera, manager, and the Andre Theatre, Caledonia, Ontario, E. Anderson, manager, have just opened for business. A new theatre will be opened in Belleville, Ont., within several weeks. J. McCarthy will be the manager.

O. Stewart will be the manager of a new house now being built at Alliston, Ont., which is expected to open within a few weeks.

Simcoe, Ont., will also boast a new theatre when the house, now under construction, and which will be under the managership of Robert Hambleton, will open next month.

S. Korman will manage the new Capitol Theatre, soon to open in Rouyn, Que., famous mining town, which was recently opened up to general traffic by a direct railway line of the C.N.R.

DIGEST REVIEWS AND PREVIEWS

(*Continued from Page* 11)

Another visitor to Toronto was W. Werthner of the Holland, Bradford. The Digest wishes to extend its sympathies to Mr. Werthner on the illness of his wife, and express our hopes for her speedy recovery.

Congratulations to Mr. and Mrs. H. Simon, of the Palace Theatre, Matachewan, on the recent birth of their son.

Congratulations also to Gordon Kahn, Seville Theatre, Montreal, on his engagement to Miss Dora Marshall of North Battleford.

Congratulations to Manager J. O. Scott of the Weston, Weston, on his fine showing in the recent town elections. We understand Mr. Scott missed being elected by only a few votes.

A round-robin was held by Famous Players of three of their Western managers when, Ernie Lackey, Kerrisdale Theatre, Vancouver, was shifted to the Capitol, Kamloops, Harry Creasy of the Capitol went to the Alma, Vancouver, and Ken McRae of the Alma was appointed manager of the Kerrisdale, Vancouver.

Campbellford's loss was Atlanta, Georgia's gain, when Manager A. Rappaport of the Hollywood, Campbellford, journeyed to the latter city recently to visit his family.

Friends of Manager H. King of the King's Playhouse and the Grant in Toronto, are wishing him a speedy recovery from the illness which he has NOT been enjoying for several weeks. The Digest and your correspondent join in those wishes.

Seen around the exchanges in Montreal recently were Carl Brock, Princess Theatre, Cowansville, Oscar Thuot, Imperial Theatre, St. John's and Tommy Trow of the Imperial, Three Rivers.

Mr. G. W. Swane, who recently opened a new theatre at Duchess, Alta., is also building another new house at Tilley, Alta.

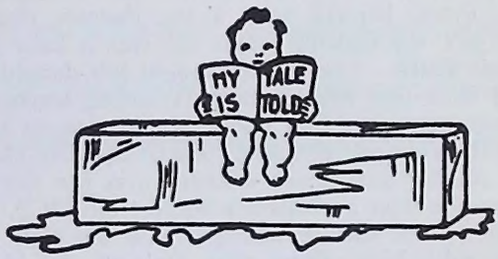
"Ray L."

RAY PRESENTS

(*Continued from Page* 5)

build up an American Film Industry, retaining its own national characteristics.

I am sufficiently sanguine to believe, that the British Film Industry can follow this wise showmanship example; and that its own national characteristics are sufficiently unique and dominant to weather through any possible affiliation, without the dangers of assimilation or absorption. My observation of Americans in England, has revealed that these become Anglicized; as for Englishmen in America, they remain conspicuously English!



Oscar Hanson Forges Ahead with Associated Theatres

MR. O. R. HANSON, President of Associated Theatres Ltd., announced this week a general expansion program being conducted by his company.

Associated was first organized on August 1st, 1931, under the name of Community Theatres. Mr. Hanson, who had previously been associated with Tiffany Productions, and Canadian Educational for a number of years, started Community with the following fifteen theatres:

Opera House, Orillia, Capitol, Belleville, Capitol, Brampton, Patricia, London and Tivoli, St. Thomas, owned by Moorehead and Filman; the Delta, Hamilton, and the Empire, Hamilton, owned by Fred Guest; the Hume, Burlington, and the Princess, Milton, owned by E. R. Hume; the Kenilworth, Regent and Kenmore Theatres in Hamilton, owned by United Amusements; the Regent, New Hamburg, owned by H. Schedewigz; the Regent, Bowmanville, owned by Tommy Ross, and the Regent, Peterboro, owned by Gordon Miller.

Approximately one month later (September 15th), Community Theatres amalgamated with the Exhibitors Cooperative of Canada, Ltd. The newly-formed affiliation took on the name of Associated Theatres Ltd., and Mr. Hanson became the chief executive and president of the new circuit of independent theatres.

In 1935, Mr. Hanson started the group of theatres known as Hanson Theatres, and these theatres were added to the long list of houses using Associated Theatres' buying and booking service.

Now, Associated, with fifty-three active members in Ontario, and seven more Hanson Theatres to be added shortly to the membership of Associated Theatres Limited, is looking forward toward an even further expansion program. Rumoured deals are in the air, deals which if completed, will see Associated Theatres Ltd. counting in its membership almost all the Independent houses in Ontario, for which it will book and buy all product available for distribution in Canada.

Ray Lewis Distributes 100 Xmas Presents From Anna Neagle To Children of Famous Black Watch Regiment, Toronto.

CONKLIN IN WINNIPEG

By J. J. CONKLIN

WINNIPEG'S "own Shirley Temple", five-year-old Dolores Prest, soon may be challenging the fame and fortunes of the famous child star, according to present indications. A visitor to Hollywood last June, Dolores is now working in the new movie, "Radio City Revels", is scheduled for two more, and is ready to sign a contract with one of Hollywood's largest film companies.

Curly, golden-haired Dolores is the daughter of Mr. and Mrs. Rodney Prest, young Winnipeg couple, formerly of 473 Burnell St. Today Mrs. Prest is in Hollywood guiding the destinies of her talented daughter. Mr. Prest, now in Vancouver, will leave for the film colony shortly.

Mrs. Prest, herself once a toe dancer, recognized Dolores' gift for dancing when she was a baby of two and a half years. The mother taught her daughter herself, and later sent her to three Winnipeg teachers.

Dolores made her first public appearance on amateur contests at Winnipeg theatres. Each time her charming juvenile singing and clever dancing won her first place. Last May she won a children's contest on CKY.

When a local theatre manager saw the child on his stage he told Mrs. Prest that Dolores should be in Hollywood. Leaving for the movie mecca shortly after, he promised to arrange for auditions should Mrs. Prest accept his advice. Between them, relatives agreed to arrange for Mrs. Prest and Dolores to go to Hollywood. She was to live with her husband's uncle, Mrs. Prest planned to remain there a few months and if unsuccessful in having her daughter recognized return home.

On their second day in Hollywood, Dolores and her mother met the former Winnipeg theatre manager. He arranged for the child to apear as guest at the Trocadero, famous gathering place of the stars, directors, and producers.

Dolores' success was instantaneous. She was signed to appear in the RKO production, "Radio City Revels", on which she is now working. Columbia Pictures is preparing two stories for her, and Metro-Goldwyn-Mayer is ready to sign a contract following the Columbia engagement.

Meanwhile, in Winnipeg friends and relatives are thrilled with the success of the child. Mrs. Charles Murray, of 521 Atlantic Ave., is a sister of Mrs. Prest, and she has several other relatives by marriage.

Dolores has a sister, Patricia, aged three. She has no inclination to dance or sing. "Dolores is a charming, unaffected little girl. She was born to be a dancer," one relative proudly told The Digest.

Famous Players Give Christmas Bonus

THE employees of Famous Players Canadian Corporation were recipients this week of an extra week's salary as a Xmas bonus, in appreciation of faithful service.

Announcement of this bonus was made by N. L. Nathanson, the company president in Toronto. Frank Kershaw, district manager, announced this extra money for all theatres under his supervision in Western Ontario, Manitoba and Saskatchewan. Frank Willis, manager of the Metropolitan Theatre, Winnipeg, had the pleasant duty of distributing the cheques to the employees of his theatre and Harold Bishop, manager of the Capitol Theatre, Winnipeg, had a similar pleasant duty to perform. Other Winnipeg employees who benefit from this special bonus include the employees of the district office.

The action of the Famous Players Canadian Corporation in distributing special bonuses at this time is in line with the policy of other large companies, who report business improved this year. J. J. Fitzgibbons, general manager of the Famous Players Canadian Corporation reports business in the company's theatres has shown an improvement over last year in all parts of Canada with the exception of Saskatchewan. However, crop prospects look exceptionally encouraging for next year and the executive committee of Famous Players Canadian Corporation feel the outlook for Western Canada is definitely brighter at this time.

Boy Scouts Prevent Panic at Theatre Fire

THE smooth way in which four Boy Scouts handled the situation when fire threatened the Oak Theatre in Brandon, Manitoba, and imperilled the safety of from 250 to 300 children on Christmas eve has aroused the admiration of citizens.

The four boys were Rover Scouts under the leadership of A. J. Bell. Their names are: Arthur Wilcox, Donald Thompson, Ted Speers and George Milliken.

Reference was made to the coolness and bravery of the Scouts by D. B. Roberts, manager of the two local independent theatres from the stage of the Capitol Theatre on Monday night.

Mr. Roberts stated, the Boy Scouts were solely responsible for the saving of the children who were the guests of the management (and not of the Elks as previously reported), at the Oak Theatre on Friday night. He added that he had had the Boy Scouts to look after the children. He thought that the four lads were a credit to the organization to which they belonged, and also to the community in which they resided. As soon as existence of the fire became known they had marshalled the children, kept the aisles and passageways clear and the exits open so that the theatre was cleared in remarkably short time and what might easily have become a serious panic was completely avoided.

Thugs Rob Dominion Theatre of $1,100

SECRETING themselves in the darkened interior of the Dominion Theatre, following the close of the show, on Christmas Eve, thugs cracked upon the safe and escaped with $1,100 in cash.

The show playing just prior to the robbery was entitled "Penny Aunty" but the thieves were elated to find that the loot didn't fall into that category.

Vasile Avramenko, Ukranian Film Chief, Honored

PRESENTATION of a Dominion charter of the Avramenko Film Company Limited, to its president, Vasile Avramenko, was the feature of a banquet of the sympathizers and supporters of Avramenko's cultural work, held at the Ukrainian Reading Society's hall, in Winnipeg, December 29.

The local committee, which supports Mr. Avramenko, consists of representatives from the different Ukranian organizations, with Paul Tesluk, as chairman, and Ald.-elect D. M. Elchesen, as secretary.

English Interests To Form Canadian Theatre Chain.